



**MEDIA KIT**

2022

**Mix**<sup>®</sup>

PROFESSIONAL AUDIO AND MUSIC PRODUCTION

Featuring **PROSOUND**<sup>NEWS</sup>

「 FUTURE 」



Welcome to the new Mix, incorporating Pro Sound News - now a single, essential resource for Pro Audio Professionals

For more than 40 years, Mix and Pro Sound News have been the leading media properties serving the professional audio market. In the Summer of 2021, they merged, bringing together the best aspects of both brands to create the singular, essential source covering the world of pro audio.

Pro Sound News' industry-leading live sound coverage and vibrant, insightful reporting on pro audio today has been integrated with Mix's trademark deep dives into the technologies and talent that drive the recording industry. Online, via the daily SmartBrief newsletter, in print and through events, the merging of the titles creates a strong brand with its finger on the pulse of music and technology, engaging readers from every corner of the industry.



**37,700+ Readers**

COMBINED MAGAZINE CIRCULATION

**37,400+ Readers**

COMBINED NEWSLETTER SUBSCRIBERS



# MIX Magazine - A Must-Read, Monthly Showcase of the best in Pro Audio

As the comprehensive, go-to source for high-end audio production for more than 40 years, *Mix* magazine has consistently given marketers access to creative people using cutting-edge technology. Or vintage technology. Or blending the two in unique ways to produce high-quality sound. For 2022, *Mix* expands with the addition of robust *Pro Sound News* content, with a focus on live sound and coverage of current-day trends in audio and music. Now with a combined magazine audience of 37,000+ monthly readers, *Mix* is a one-stop shop for marketers looking to impact audio pros in recording, live sound, TV, film, production, post-production and more — those who make or influence significant investments in audio technology.

37k

QUALIFIED CIRCULATION

Source: Internal, Global Circulation, Print and digital, July 2021.

A Tribute to Woody Guthrie ★ How TMQ Invented the Bootleg ★ Top Speakers for Immersive Music Mixing

October 2021 \ \ \ online.com \ \ \$6.99

**MIX**

MUSIC PRODUCTION • LIVE SOUND • SOUND DESIGN • AUDIO ENGINEERING

**HELLA MEGA YEAH!**

GREEN DAY, WEEZER AND FALL OUT BOY BRING BACK THE SUMMER ROADSHOW

**THE NEW HOME OF PROSOUND NEWS**

- > Lighthouse Music Festival
- > For Sale: The Grateful Dead's Wall of Sound
- > iHeart Radio Awards Go Live
- > Outdoor Opera in Cincy

**REVIEWED**

- OWC Mercury Elite Pro Dual-Drive RAID Storage
- RME Babyface Pro FS Audio Interface
- KRK Systems KNS 8402 Headphones
- Baby Audio Smooth Operator Plug-in
- Audio Design Desk 1.7

**Equipped by**

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Featuring **PROSOUND** NEWS

## SmartBrief

Created with a combination of technology, editorial expertise and industry knowledge, the daily Mix SmartBrief curates timely and relevant news to keep busy professionals on top of the trends and best practices that are shaping pro audio.

37.4k

SUBSCRIBED  
*Mix SmartBrief*

37.1k

THIRD PARTY OPTED-IN  
SUBSCRIBERS

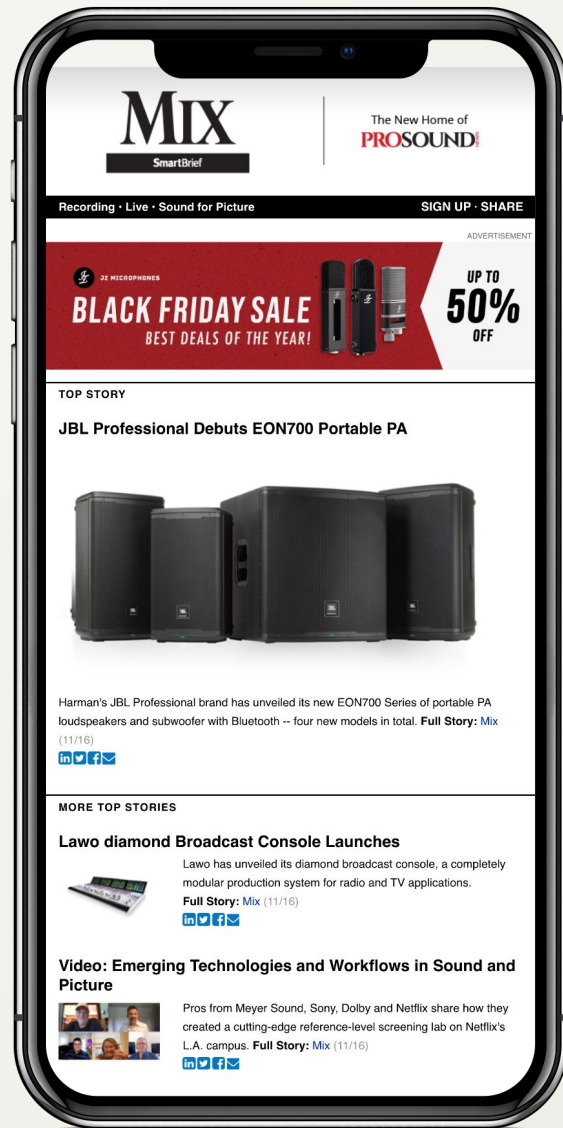
18%

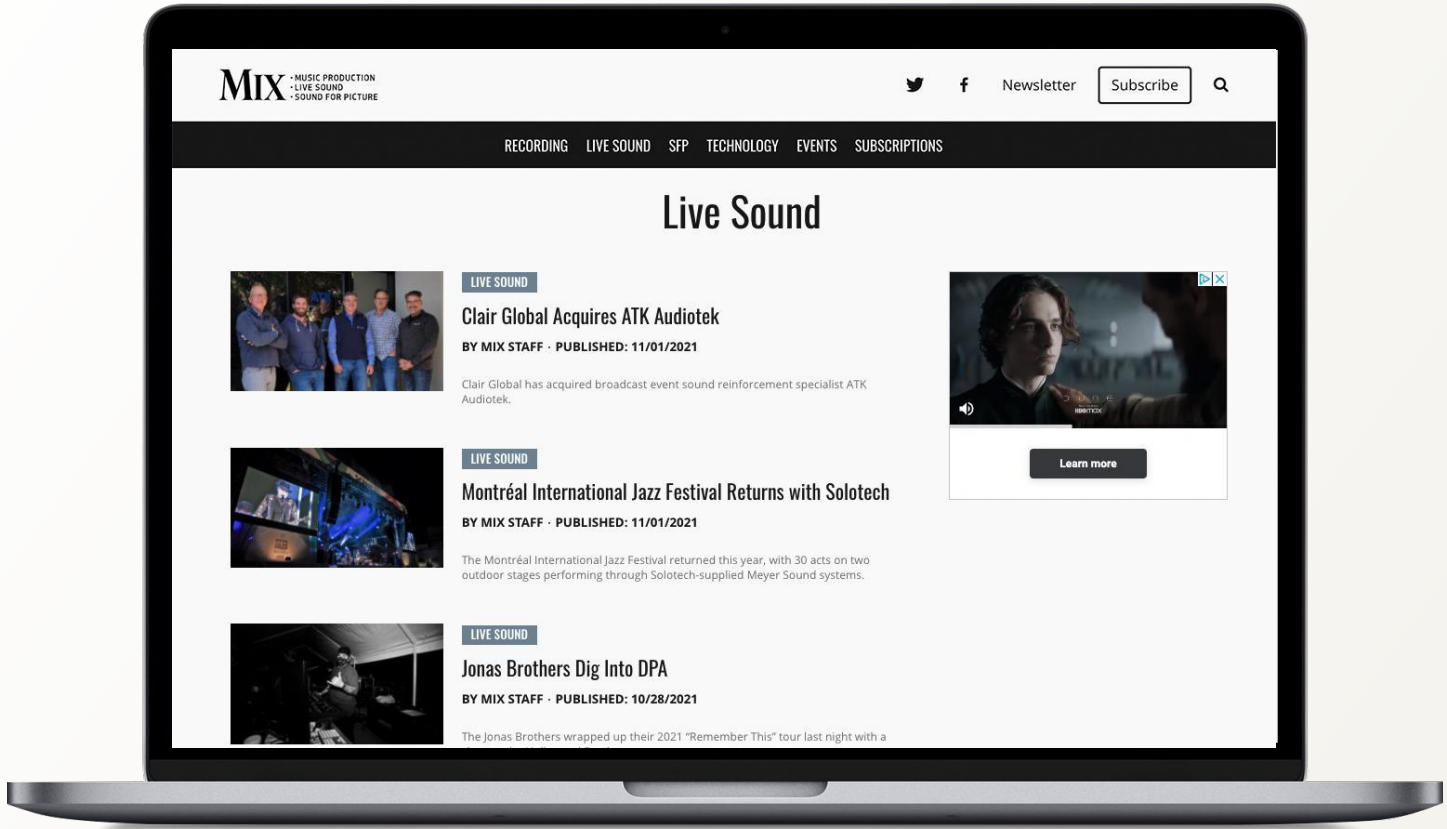
OPEN RATE

4%

CTR

Source: Internal, Newsletter subscriber data, November 2021





## Breaking pro audio industry news and trends

*MixOnline.Com* is the authoritative news source for professionals in every corner of the audio industry, all of whom make significant investments in audio technology. Updated daily to cover the latest in recording, live sound, sound for picture and more, *MixOnline.Com* takes readers behind the scenes on the top tours and events, into the studio with cutting-edge producers and engineers, and more. Whether they're longtime industry insiders or emerging professionals, the movers and shakers of pro audio turn to *MixOnline.Com* every day to stay on top of the news.

81k

MONTHLY GLOBAL VISITORS

127k

MONTHLY GLOBAL PAGE VIEWS

Source: Google Analytics, L12M Monthly Average, Nov 2021





MIX PRESENTS  
**SOUND FOR  
FILM & TV**

Mix Magazine presents the ninth annual Sound for Film and TV event, an all-day exhibition and conference spotlighting the technologies and techniques behind sound for picture, from production to playback.

The boom in television and streaming services has led to a technology/workflow change in how content is produced. The techniques and tools are merging, and studios and producers have adapted their methods. We bring film, television and virtual reality all together.

**May 2022 NEW!**  
**Harbor Studios**  
**New York, NY**

**September 2022**  
**Sony Pictures Studios**  
**Culver City, CA**

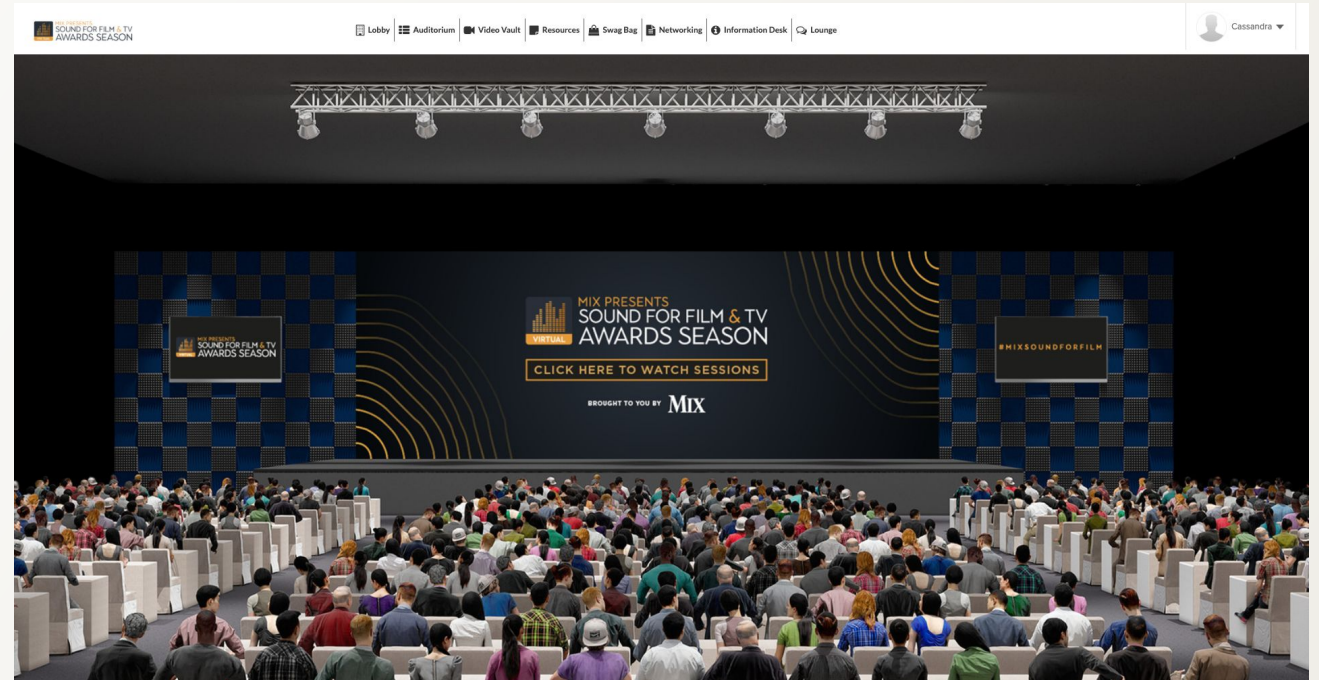




## MIX PRESENTS SOUND FOR FILM & TV AWARDS SEASON

**Watch the incredible sound work by leading composers, sound engineers, editors and creative talent**

The Mix Sound for Film & TV: Awards Season is a taking place virtually on January 20, 2022. We're honoring the year's best creative talent in film and television sound. While the global pandemic has affected media distribution, schedules and attendance, it has not affected the quality of the sound work, and that work deserves to be recognized.



As a companion to the Mix Sound for Film and TV event held each September at Sony Pictures Studios (and new for 2022 - in May in NYC!), this event honors those studios, facilities and teams that created soundtracks worthy of Best Sound at the 2022 Oscars, MPSE Golden Reel Awards and CAS Awards.

**January 20 2022 | Virtual**



	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
Ad Close:	12/2/2021	12/28	1/25	3/1	3/29	4/26
Materials Due:	12/16/2021	1/11	2/8	3/15	4/12	5/10
ISSUE THEME	Live Sound	The Personal Studio	Small/Mid-Size Venue Sound	Sound for Broadcast/Streaming	Nashville Recording	Studio Design/ NAMM 2022
PRO SOUND NEWS LIVE SOUND FOCUS	Live Immersive Sound	RF Roundup 2022	Small/Mid-Size Venue Sound	House of Worship Audio	Concert/Event Sound in New Large-Scale Venues	Festival Sound
TECHNOLOGY SHOWCASE	Live Sound Consoles	Audio Interfaces/ Preamps	Analog Outboard Gear	Wireless Systems	Studio Microphones	Acoustic Materials
BONUS ONLINE COVERAGE	Grammy Awards	Revamp Your Own Studio	Portable P.A. Systems	NAB Best of Show	Nashville Sessions	Emmy Awards Season
DISTRIBUTION				NAB 2022		NAMM 2022

	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Ad Close:	6/2	6/28	7/26	8/30	9/27	10/25
Materials Due:	6/14	7/12	8/9	9/13	10/11	11/8
ISSUE THEME	Live Sound - State of the Industry	Professional Podcasting	Sound for Film & Television	State of the Recording Industry	Audio Education	Companies to Watch 2023
PRO SOUND NEWS LIVE SOUND FOCUS	Live Sound - State of the Industry	New Live Gear (NAMM/InfoComm)	Corporate Event AV	Summer Tour Season Wrap-Up	Live Sound Schools	Tour/Event Production Facilities
TECHNOLOGY SHOWCASE	Live Sound Loudspeakers	Studio Headphones	Studio Monitors	Consoles/Controllers	Digital Audio Workstations	Gear of the Year
BONUS ONLINE COVERAGE	Live Sound Network Technologies	Podcast Studio Profiles	Sound for Film & Television	AES New Products	Audio School Profiles	Sound for Film Awards Season
DISTRIBUTION			Mix Presents Sound for Film & Television	AES 2022		

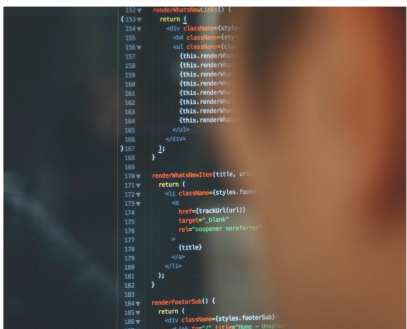


# Marketing Services

A blurred background image of a modern office environment. Several people are seated at long white tables, working on laptops. In the background, a large screen displays a presentation with a colorful bar chart. The overall atmosphere is professional and collaborative.

# Our Solutions

As the number-one media company in the markets it serves, Future US has the editorial expertise, market knowledge, and the high-spending audiences that are the critical pillars for a successful content marketing program.



## Targeted B2B Marketing

Leveraging Future's leading brands and market expertise, we deliver responsive audiences. Our advanced data profile capabilities ensure precise segmentation and targeting.

## Custom Online Creative Solutions

Sponsored content programs run across our platforms and beyond using paid, owned, and earned media.

## Trusted Content

We attract an audience of in-market business decision makers, who engage with and are influenced by our expert editorial content.

# Personalized Brand Experiences



SPONSORED BLOG POSTS



WEBINARS



INFOGRAPHICS



VIDEO



WHITE PAPERS & EBOOKS



RESEARCH & SURVEYS

Click [here](#) to see our full catalog of content solutions



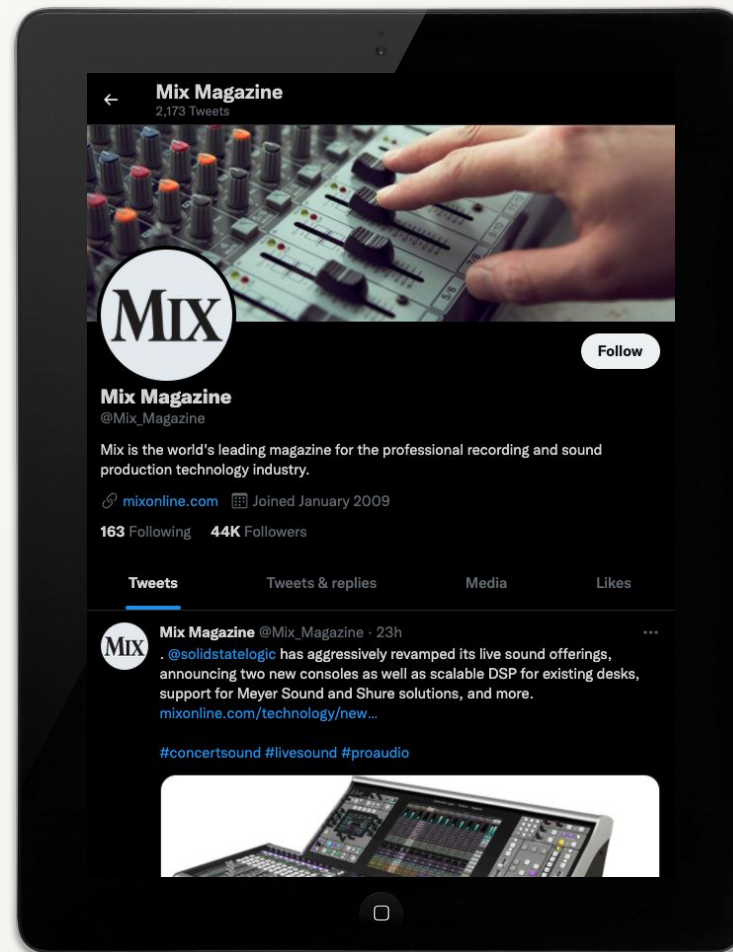
*Extend your campaign and reach a highly-engaged B2B audience across social media channels.*

**GAIN EXCLUSIVE ACCESS** to a closed list of qualified professionals. Our data and technology are used to match readers' email addresses with their social media account.

**REACH YOUR TARGET CUSTOMERS** throughout the day with your content as they browse their preferred social media platform(s).

**ACHIEVE TREMENDOUS ENGAGEMENT** through a combination of sponsored and promoted social posts across Facebook or Twitter to influence the highest-quality viewer.

**AUTOMATICALLY OPTIMIZES YOUR MESSAGE** to the highest-performing creative and social media placements, providing you with the best possible engagement.





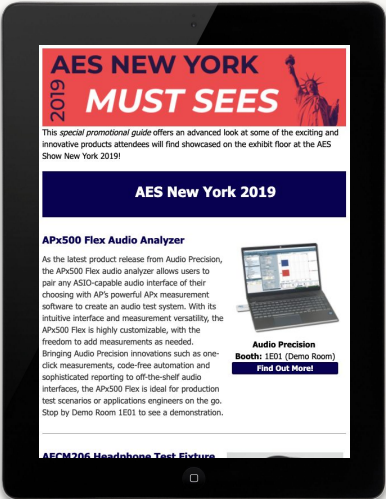
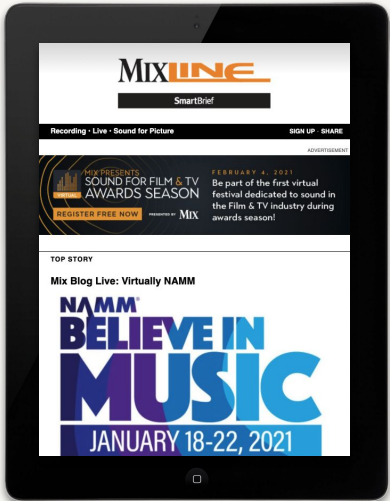
# Tradeshow Amplification & Award Programs



For major industry shows, Mix provides information on what to look for through 'Preview' newsletters, including the NAMM Show Sneak Peeks and Must Sees.

Mix editors are also on staff for the Official NAB Show and InfoComm Show Dailies. Exhibiting at either event? Call us to find out how to get your new products featured!

Show coverage Newsletter



Must See Product

Show Dailies



# Maximizing Your Trade Show Presence

Our trusted editorial content around annual tradeshows highlight your brand as a thought leader on the cutting edge of the pro audio industry.





It's an exhilarating time to be involved in this industry. Each year, we recognize the industry leaders at the cutting edge of AV and pro sound technology.

Winners gain valuable marketing opportunities by entering our awards programs, including:

- Exposure to Future's AV, broadcast and pro sound portfolio via print, online, and email
- Recognition by experts and thought leaders at the industry's leading publications
- Award amplification at major industry trade shows

For the latest information, entry deadlines, and more, visit [\*\*mixonline.com\*\*](http://mixonline.com).



The Best of Show awards are an objective guide to the most innovative products introduced at InfoComm and NAB. Each year, we employ a team of industry experts to visit booths and anonymously judge nominated products on a range of criteria, and report back their analysis. Our editors then use this unbiased feedback to select the most outstanding innovations, who are featured along with nominated products in a post-show Program Guide.



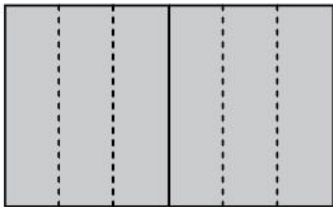
The Best of Show awards honor outstanding new products exhibited at the NAB Show and IBC. Winners are selected by a panel of engineers and industry experts based on innovation, feature set, cost efficiency and performance in serving the industry.



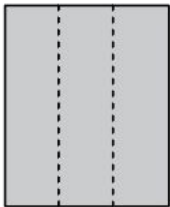
Similarly, for companies exhibiting at ISE 2022, Future brands *Installation*, *AV Technology*, *Mix*, *Residential Systems*, *Sound & Video Contractor* and *Tech & Learning* run a Best of Show at ISE program as well. Submit your product nomination for a chance to get recognized at Europe's largest AV industry event!

# Rates & Specifications

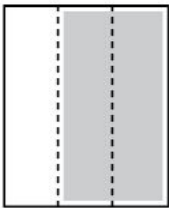




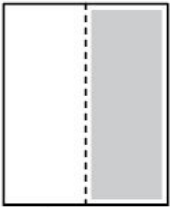
**SPREAD**  
Bleed: 18.5" x 11.375" (470 mm x 289 mm)  
Trim: 18" x 10.875" (457 mm x 276 mm)



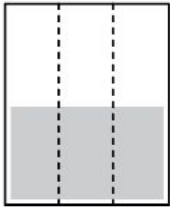
**FULL PAGE**  
Bleed: 9.5" x 11.375" (241 mm x 289 mm)  
Trim: 9" x 10.875" (229 mm x 276 mm)



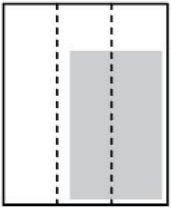
**2/3 VERTICAL**  
5" x 10.375"



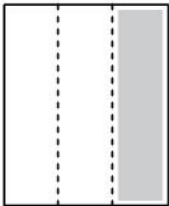
**1/2 VERTICAL**  
3.9" x 10.375"  
(99 mm x 264 mm)



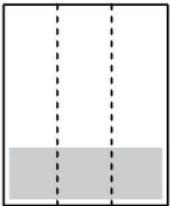
**1/2 HORIZONTAL**  
8.5" x 5"  
(216 mm x 127 mm)



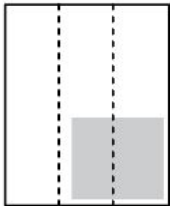
**1/2 ISLAND**  
5" x 7"  
(127 mm x 178 mm)



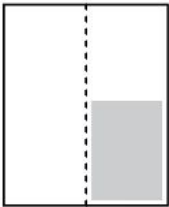
**1/3 VERTICAL**  
2.375" x 10.375"  
(60 mm x 264 mm)



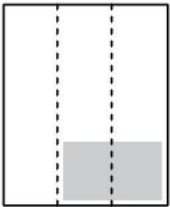
**1/3 HORIZONTAL**  
8.5" x 3"  
(216 mm x 76 mm)



**1/3 SQUARE**  
5" x 5"  
(127 mm x 127 mm)



**1/4 VERTICAL**  
3.9" x 5"  
(99 mm x 127 mm)



**1/4 HORIZONTAL**  
5" x 4"  
(127 mm x 102 mm)

Mix

	1x	3x	6x	9x	12x
Full Page Spread	\$9,750	\$9,555	\$9,263	\$8,970	\$8,970
Full Page	\$5,000	\$4,900	\$4,750	\$4,750	\$4,750
2/3 Page	\$4,250	\$4,165	\$4,038	\$3,910	\$3,825
1/2 Page	\$4,000	\$3,920	\$3,800	\$3,680	\$3,600
1/3 Page	\$3,500	\$3,430	\$3,430	\$3,220	\$3,150
1/4 Page	\$2,500	\$2,450	\$2,375	\$2,300	\$2,300

Cover 2	\$8,500
Cover 3	\$7,500
Cover 4	\$9,000



### General Specifications

**Printing method:** Web Offset; Binding: Saddle Stitch Ink: SWOP standard and four-color process, Line Screen: 133 lines per inch

### Material Specifications

**PDF Format:** Advertisers are encouraged to submit PDF and PDF/X1-A files provided that they are prepared for press-optimized printing in CMYK with fonts embedded. Please email your print-ready .pdf to the production manager. If the ad is larger than 25mb, please send by file transfer link or contact production manager for further information.

**Other Accepted File Types:** Hi-res print-ready, .eps, .tif, or .jpeg. Photo Elements: 300 dpi, actual size; CMYK color model; .tif or .eps format; no JPEG compression.

**Line Art/Text:** 600 dpi minimum; CMYK color model; .eps or .tif format with color preview. In Photoshop, black text should be created in black channel only to avoid registration problems.

**Color Tone Values:** To avoid over-saturation of ink, the total combined value of CMYK colors should not exceed 300% (i.e. C=100, M=100, Y=50, K=50). Any one color with a required value over 85% should be made solid.

**Color Mode:** Ads should be converted to CMYK prior to submission as color shifts may occur. Ads received in RGB color will be converted to CMYK.

**Fonts:** When submitting application files, include screen and printer fonts. On illustrations it is recommended to convert text to outline, however outline text cannot be altered.

**Lettering:** Reproduce all reverse lettering with a minimum of colors. Type smaller than 8 point with fine serifs should be avoided.

### Additional Charges

Inserts: Information available upon request. Guaranteed Position: 10% additional. Publisher will attempt to honor non paid position requests but assumes no responsibility for failure to do so.

Premium cover positions are available at 12x frequency only. Cover insertions may be combined with other insertions for frequency discounts on non premium insertions. No further discounting is available for cover positions.

### Combined Frequency Discounts

Advertisers are eligible for combined frequency discounts when advertising in other Future publications. To qualify for a common rate basis, advertisers with multiple products or divisions must submit a master contract in advance of advertising placements. Contact your advertising representative for details.

### Advertising Deadlines

Please refer to the editorial calendar for advertising deadlines. Contact production manager with any extension requests.

Note: Please label your advertising materials with the magazine name and issue date in which they are scheduled to appear.

### Production Contacts

**Heather Tatrow**, Production Manager  
[heather.tatrow@futurenet.com](mailto:heather.tatrow@futurenet.com)

**Nicole Schilling**, Production Manager  
[nicole.schilling@futurenet.com](mailto:nicole.schilling@futurenet.com)

Ad Description	Ad Size (pixels)
Billboard	970 x 250
Super Leaderboard	970 x 90
Leaderboard	728 x 90
DMPU/Half Page	300 x 600
MPU	300 x 250
Sticky Bottom	728 x 90; 970 x 90
In Content Leaderboard	728 x 90; 970 x 90
Mobile Header	320 x 100; 300 x 250; 320 x 50
Mobile Leaderboard	320 x 50
Mobile MPU	300 x 250
High Impact Units	Ad Size (pixels)
Big Top	Large expanded 1000x350 Large collapsed 1000x90 Medium expanded 700x350 Medium collapsed 700x90
Interscroller	Call for specifications
Desktop Miniscroller	500x375 (min) 1800x450 (max) - responsive

Impressions	Rates (CPM)			
	0 - 25,000	25,000 - 50,000	50,000 - 100,000	100,000 - 250,000
ROS - Standard Units	\$65	\$62	\$60	\$57
ROS + Big Top	\$91	\$86	\$84	\$80
Big Top	\$98	\$93	\$90	\$86
ROS + Mobile Big Top	\$91	\$86	\$84	\$80
Mobile Big Top	\$98	\$93	\$90	\$86
ROS + Interscroller	\$91	\$86	\$84	\$80
Interscroller	\$98	\$93	\$90	\$86
ROS + Desktop Miniscroller	\$91	\$86	\$84	\$80
Desktop Miniscroller	\$98	\$93	\$90	\$86

General Specifications

- All creative must be approved and tested before a campaign can begin.
- Creative must be received by Traffic & Campaign Management 4 business days before the campaign launch date.
- When submitting rich media, an alternate .gif/jpg is required
- Expandable or “Out of Banner” Rich Media creative must be click initiated
- Expandable or “Out of Banner” Rich Media creative must no larger than twice the banner size
- Audio ads must be user initiated and are subject to editorial approval
- Web Mechanical Specifications
- Supplied materials should be no more than 530 pixels wide by no more than 72 pixels deep. GIF or JPEG formats are accepted, as are animated GIFS (which must be less than 24 kilobytes in size). A URL for hot link must be specified.

Changes & Cancellations

All creative materials must be received at least five business days prior to the launch of the campaign. Include with artwork: Referring URL and alt text. If creative is delayed, Future reserves the right to extend the campaign and date by same number of days creative was delayed.

Rejecting Creative

Future a reserves the right to reject any creative that does not follow our specifications.

Third-party Tag Policy

Future will accept and traffic up to 3 tags per placement, per campaign.

Banner Policy

Banners may not at any point during the campaign have additional creative that extends beyond the designated banner area unless approved by Future and specified in the contract. This includes but is not limited to rollovers, surveys, non-user-initiated daughter windows and DHTML elements. Approval will be determined on a case-by-case basis. All beyond-the-banner creative requires 5 days of lead time to be approved. All ad placements should launch a new browser window when clicked.

Files accepted	.jpg, .gif, 3rd party tags, click through URL, HTML5 creatives
File Size	50KB - 100KB
Loop/Time	3 loop/15 sec
Media Types Accepted	All Rich Media
Audio Accepted	User Enabled Audio Streams Only
3rd Party Served	Yes

Rich Media

Accepted Ad Formats	3rd party tags
Lead Time	5 days
Initial Load	2MB



Available Units

For full specifications and examples click [here](#).

Billboard

Exclusive placement atop the brief for maximum visibility. Ensures your brand is associated with the most relevant news to your target audience. Scalable on all device types and sizes. 970x250

Rectangle-Text

Native content that is seamlessly integrated with the newsletter. Incorporate both images and text to provide multiple opportunities for reader engagement. Optimal lead generation tool for promoting original content. *Ad Image, Headline, Ad Copy, and Click through URL*

Above-the-Fold

For the highest visibility and impact, own the Billboard, News 1 with a Half-Page unit\*, Rectangle-Text or a Medium Rectangle units. *\*Half-Page unit is only available with the Above-the-Fold takeover. 600x300*

Video-Text

Supercharge engagement by using a combination of video and text to drive both video views and website traffic.

User experience for video varies by email client. The Video-Text ad seamlessly delivers the best possible content experience based on where subscribers open.

Medium Rectangle

High-impact units, ideal for visual content and product promotion. Own expanded real estate, and maximum share-of-screen, in a SmartBrief publication. 300x250

	Rates
Above the Fold Takeover	\$675
Billboard	\$475
Dedicated Send	\$3,750
News 1	\$475
News 2	\$475
News 3	\$425
News 4	\$400
News 5	\$375
Special Report	\$3,750
Spotlight	\$3,750
News 1 Video-Text	\$575

## NEWSLETTER

- All ad creatives must be site-served. SmartBrief can accept 3rd party clicktags and impression trackers (standard tags only).
- Animation is not supported by all email clients. When using animation, include branding and call-to-action on first frame.
- Javascript is not supported in email.

**AD MATERIALS ARE DUE 3 FULL BUSINESS DAYS PRIOR TO THE SEND DATE.**

## DEDICATED SEND

### Required Deliverables

1. HTML Code
2. Subject Line
3. Preheader Text (Optional)

### Email Advertising Guidelines

1. Test your HTML code for errors with an HTML validator prior to submitting to SmartBrief.
2. Visit the Guide to CSS Support in Email: [campaignmonitor.com/css](http://campaignmonitor.com/css).

**NOTE: HTML is due 10 full business days in advance of the send date, and compatibility issues may delay the send.**

### Subject Line & Preheader

- 50 characters max recommended for subject line and preheader
- Avoid these terms: "New", "Free", "Special."
- Do not use all CAPS or exclamation points! (These phrases, fonts and punctuation may cause your email to get marked as spam).

## DEDICATED SEND HTML CODE

### Design

- Limit the design width to no more than 650px.
- Design with tables and nested tables (relevant code should begin with the <table> tag and end with the </table> tag).
- Use six-digit hex codes for colors.
- Code links on one line: <a href="URL" >linked text</a>
- Use inline styling. Except for media queries, SmartBrief only incorporates code between the body tags into our template.
- Media queries should be in style tags in the head element. SmartBrief can only accept media queries that have a Class or an ID.

### Images

- Use JPEGs or GIFs.
- Use absolute URL and image paths (images, links, etc.). Images and files must be hosted by client.
- Use image width and height attributes and values to preserve layout structure when images are disabled.

### Do Not

- Do not use dynamic scripts (Javascript) or any form elements (checkbox, radio button, input field).
- Do not use background images, image mapping, or animated GIFs.
- Do not embed Flash or any other type of video.



**VP/Market Expert**  
**Adam Goldstein**

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